

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 4 and 6-11 and CANCEL claims 2, 3 and 5 without prejudice or disclaimer in accordance with the following:

1. (currently amended) A discount sale management method of managing a selling price, comprising:

- counting a sales quantity;
- setting a discount price as the selling price, the discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity; ~~and~~
- setting the original price as the selling price at the time the sales quantity becomes equal to or greater than the predetermined quantity;
- lowering the discount price with a passage of time;
- providing a discount price transition table which indicates a schedule of change of the discount price for a purchaser;
- accepting, from the purchaser, a purchase reservation specifying a desired purchase price; and
- setting a purchase reservation time of the purchase reservation when the selling price reaches the desired purchase price.

2. (cancelled)

3. (cancelled)

4. (currently amended) The discount sale management method according to ~~Claim 3~~ claim 1, further comprising:

- setting the discount price to a minimum discount price; and
- holding the minimum discount price as the selling price after the selling price reaches the minimum discount price, as long as the sales quantity is less than the predetermined quantity.

5. (cancelled)

6. (currently amended) The discount sale management method according to ~~Claim 5~~ claim 1, further comprising:

allocating a product to the purchase reservation if the sales quantity is less than the predetermined quantity when the selling price reaches the desired purchase price.

7. (currently amended) The discount sale management method according to ~~Claim 5~~ claim 1, further comprising:

canceling the purchase reservation if the sales quantity is equal to or greater than the predetermined quantity when the selling price reaches the desired purchase price.

8. (currently amended) A method of purchasing a product sold at a discount, comprising:

making a purchase reservation specifying a desired purchase price, a time when a selling price reaches the desired purchase price is a reservation sales time; and

receiving a discount price transition table which indicates a schedule of change of a discount price for the purchase; and

receiving allocation of the product, if a predetermined quantity of the product has not been sold out when the reservation sales time is reached.

9. (currently amended) A computer-readable recording medium in which a program for instructing a computer to control selling price management is recorded, the program ~~instructs~~ instructing the computer to perform ~~the a process of~~ comprising:

counting a sales quantity;

setting a discount price as a selling price, a discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity; and

setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity;

lowering the discount price with a passage of time;

providing a discount price transition table which indicates a schedule of change of the discount price for a purchaser;

accepting, from the purchaser, a purchase reservation specifying a desired purchase price; and

setting a purchase reservation time of the purchase reservation when the selling price reaches the desired purchase price.

10. (currently amended) A discount sale management apparatus that manages a selling price, comprising:

a selling price setting unit counting a sales quantity, setting a discount price produced by a discount from an original price as the selling price, while the sales quantity is less than a predetermined quantity, and setting the original price as the selling price after the sales quantity becomes equal to or greater than the predetermined quantity; and

a price provision unit providing the set selling price; wherein said selling price setting unit lowering the discount price with a passage of time;

providing a discount price transition table which indicates a schedule of change of the discount price for a purchaser;

accepting, from the purchaser, a purchase reservation specifying a desired purchase price; and

setting a purchase reservation time of the purchase reservation when the selling price reaches the desired purchase price.

11. (currently amended) Computer data signals embodied into transmission signals, for instructing a computer to control selling price management, the program instructing the computer to perform ~~the~~ a process of comprising:

counting a sales quantity;

setting a discount price produced by a discount from an original price as a selling price, while the sales quantity is less than a predetermined quantity; and

setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity;

lowering the discount price with a passage of time;

providing a discount price transition table which indicates a schedule of change of the discount price for a purchaser;

accepting, from the purchaser, a purchase reservation specifying a desired purchase price; and

setting a purchase reservation time of the purchase reservation when the selling price reaches the desired purchase price.